



COUNTY OF LOS ANGELES

Public Health

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March 25, 2011

TO: Each Supervisor

FROM: Jonathan E. Fielding, MD, MPH
Director and Health Officer

SUBJECT: **NOTIFICATION OF THE DEPARTMENT OF PUBLIC HEALTH'S INTENT TO ENTER INTO SOLE SOURCE AGREEMENTS WITH BARBARA BISHOP PUBLIC RELATIONS, INC. AND LITCO MARKETING FOR THE EMERGENCY PREPAREDNESS AND RESPONSE PROGRAM**

This is to advise you that the Department of Public Health (DPH) intends to enter into sole source agreements with Barbara Bishop Public Relations, Inc. (BBPR) in the amount of \$462,138 and LITCO Marketing (LITCO) in the amount of \$459,635, effective upon execution by both parties through August 9, 2011, to develop and implement a comprehensive culturally and linguistically appropriate media campaign that will encourage community-level emergency preparedness and resiliency.

The two sole source agreements will be funded by the Centers for Disease Control and Prevention Public Health Emergency Preparedness Notice of Award Number 5U90TP917012-10 Budget Period 10 Extension. Due to the short time frame in which DPH has to spend this funding, DPH will enter into these sole source agreements which are in excess of \$250,000. The proposed agencies have been selected based upon their strong experience and background in serving multi-cultural communities in Los Angeles County.

BBPR is a highly regarded public relations firm with more than 25 years of experience in the field of public relations, public education, and community outreach, with an emphasis on the Los Angeles market. Its extensive experience creating and executing public outreach campaigns includes emergency preparedness-related projects with clients such as Children's Hospital, Los Angeles, and Saint John's Hospital in Santa Monica. BBPR also has significant experience working with the public sector as demonstrated by the ten years working relationship with the Los Angeles County Sanitation District.

BBPR will develop and support implementation of a comprehensive culturally and linguistically appropriate media campaign that will encourage community-level preparedness and resiliency. Specifically, BBPR will be responsible for assuring collaboration between and accountability of collaborating media contractors who will be involved in developing the campaign's social media components as well as purchasing space for ad placements using multiple communication channels (e.g. print, radio, television, and outdoor media).

LITCO is an advertising agency with over 24 years of experience within the Los Angeles market. It is comprised of staff with experience in a variety of industries from public service to entertainment. It has extensive experience creating, designing, and managing campaigns for a diverse portfolio of clients including Cedars-Sinai Medical Center, Saint John's Health Center, Volunteers of America, Mount Sinai Memorial Parks and Mortuaries, FX Networks, and Gold's Gym. LITCO will support the development and lead the implementation of a comprehensive culturally and linguistically appropriate media campaign that will encourage community-level preparedness and resiliency. Specifically, LITCO will be responsible for developing multilingual advertising and purchasing space for ad placements using multiple communication channels (e.g. print, radio, television, and outdoor billboards).

To allow time for your review and comments, we will not begin negotiations until 10 business days from the date of this memorandum. Should you have any questions, please contact me.

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c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors